



## Alice in Dairyland Shares the Story of Soybeans

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**EDITOR'S NOTE:** This release kicks-off the media campaign for Wisconsin soybeans. To schedule interviews with Alice in Dairyland Rochelle Ripp or request photos, use the contact information above.

MADISON – Wisconsin soybeans will soon be planted across the state and come harvest time, these soybeans will impact all of us from the food we eat to the products we use. This May, 65<sup>th</sup> Alice in Dairyland Rochelle Ripp of the Department of Agriculture, Trade and Consumer Protection (DATCP) is partnering with the Wisconsin Soybean Marketing Board to share the story of soybeans.

“Wisconsin’s 11,000 soybean farmers work each day as good stewards of the land and soil to grow a nutritious product for our livestock and consumers around the world,” said Ripp. “Our soybean farmers contribute to Wisconsin’s \$59 billion agriculture industry, which ultimately benefits our local communities and state’s economy.”

Wisconsin ranks thirteenth in the nation in soybean production. Many state businesses, including livestock operations, biofuel plants and food producers, use soy as a key ingredient. Consumers worldwide appreciate the Wisconsin soybean, and soy products are exported internationally.

Soybeans are part of our foods and so much more. Soy foods offer great flavor, texture and health benefits for us to enjoy. Edamame, tofu and soy nuts are a few examples of foods to try. Soy foods are cholesterol-free, are an excellent source of high-quality protein and offer a healthy mix of polyunsaturated fat.

From the moment you wake up in the morning, you may read a newspaper with soy ink or get ready for work using soy-based beauty supply products. One acre of soybeans can make 82,368 crayons for our children to use at school. If building a house, there are soy-based products like wood stains, caulking, paint and insulation.

Ninety-eight percent of the U.S. supply of soymeal feeds our nation’s pigs, chickens and cows. As soybeans are the highest natural source of dietary fiber, animal agriculture is a soybean farmer’s number one customer.

Soybeans grow on a bushy, green plant that produces pods when it flowers in the summer. Each plant can produce up to 80 pods, and each pod contains 2-4 pea-sized beans.

Wisconsin soybean farmers continue to increase their yields using less land, energy and water. Because of the improvements in soybean varieties by plant breeders and farm management, Wisconsin soybean farmers still manage to produce average yields even in difficult drought situations, like 2012. Ninety-eight percent of U.S. soybean farms are family farms.

When soybeans are processed, they are cleaned, cracked, dehulled and rolled into flakes to separate the soybean oil from the soybean meal. The oil can be used in food or industrial products. The meal can be further processed into food products or provide feed for livestock.

The Wisconsin Soybean Marketing Board is a farmer-led organization that has led efforts in soybean research, education and marketing opportunities since 1983. There are free resources available online for students and teachers about the history, production and use of soybeans.



65<sup>th</sup> Alice in Dairyland Rochelle Ripp is traveling Wisconsin this month promoting soybeans.

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“Wisconsin soybean farmers benefit us from our dinner table to our farms to our local businesses,” concluded Ripp. “Include two to three servings of soy foods daily in your diet for everyday wellness and to support our Wisconsin farmers.”

Learn more about Wisconsin soybean farmers at [www.wisoybean.org](http://www.wisoybean.org) or like the “[WI Soybean](#)” page on Facebook. To schedule an interview with Alice in Dairyland about Wisconsin soybeans, contact Ripp at [rochelle.ripp@wisconsin.gov](mailto:rochelle.ripp@wisconsin.gov).  
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